

PANELIST	TOPIC
	<u>General Goals and Objectives</u>
	To improve and revitalize the commercial, cultural, and urban aspects of Little Saigon.
	To evaluate the feasibility of creating a multi-cultural entertainment and retail attraction/destination.
	To establish physical connectivity within the potential market area to create a sense of place and determine if current vehicular and pedestrian circulation inhibit this goal.
	To improve the physical appearance of private property through new development, and revitalization of existing businesses and buildings.
	To improve the physical appearance of private property through a strong architectural standards and landscape program.
	To determine an appropriate signage program for the identification of properties and businesses.
	To recommend implementation strategies to turn the vision into reality.
	<u>Market Demand and Potential</u>
	What is the market demand in the Little Saigon market area?
	Is there a market demand for higher end commercial development?
	Who is the target market?
	What is the market demand for new commercial development?
	What is the market demand for new mixed-use development?
	If no action is taken, what will be the long-term viability of Little Saigon?
	<u>Planning and Design</u>
	Which areas are most appropriate for new commercial development or revitalization?
	Which areas are most appropriate for mixed-use development? Which areas are least appropriate?
	What type of new zoning districts and related development standards would be necessary to facilitate new development or revitalization?
	<u>Implementation Issues</u>
	What new and creative approaches are being used elsewhere to encourage private investment and development?
	How can the City encourage existing businesses/property owners to improve the appearance of their buildings and property? What tools are available?
	What type of role (active or inactive) should the City play with regards to the implementation of the Panel's findings and how will that role be received by the public?
	What constraints exist that may impede project success? (financial, political, government regulations)

*Please note that these teams are initial assignments and will probably change during the panel.